

## **Why Promote Public Health Week?**

Public Health Week 2005, April 4-10, has been chosen by the Public Health Improvement Partnership Communications Committee as a key rallying point for public health agencies across Washington State. Already a visible national observance week, Public Health Week is an existing platform that agencies around the state can use to educate key audiences about the important work of public health. By coming together and hosting events, or distributing information in communities all around the state, the public health community can generate a collective voice that will elevate the level of attention garnered from media and other key audiences.

Tying to a national event such as National Public Health Week provides a natural tie for media to cover your event, increasing your opportunity to spread the PHIP branding in your community. One of the findings that emerged in the research about public health is that many community members don't know what public health is, and even more discouraging, many attribute key activities of public health to other agencies. Creating an event that is appealing to the media provides you an opportune way to share all that public health does to keep your community healthy and safe every day.

Additionally, momentum is built when many public health agencies across Washington participate in Public Health Week. By saying that your organization is one of over 30 counties across the state participating in Public Health Week, it not only increases the credibility of your event, but of every event across the state.

In order to give local public health agencies many choices in how to participate in this statewide event, this document outlines several approaches that can be used to promote the event in your community.